

Design a Survey – What do you want to learn?

Keep it Simple:

- Think about what you will do with the information from each question. Does your question measure what you intend it to measure?
- Be as clear and specific as possible.
- Focus each question on a single topic.
- Make sure your wording does not lead to the answer you would *like* to hear.
- Will the order of your questions affect the results of your survey?

Consider:

- Change the order if the question suggests an answer to the following question.
- Group together questions on the same topic.
- Save sensitive or difficult to answer questions for near the end so they won't get discouraged in the beginning.
- A last question called "Other Comments" sometimes provides a casual remark that will be most valuable.

Generating Response:

A good **welcome message** and invitation to respond to the survey will increase the response rate. Reassure them that:

- Their identities will not be attached to their responses.
- The information gathered will be used to improve instruction for their class.
- The survey is important and easy to complete.

Effective **invitations** to complete the survey include the following:

1. Ask them to complete the survey.
2. Explain why completing it will improve their experience or benefit them.
3. Ask for their help.
4. Ask them again to complete the survey.

Sample questions:

1. The Elephant Ear project helped me understand ear function on a deep level. (0 = "Strongly Disagree", 4 = "Strongly Agree")
2. How useful did you find the Elephant Ear hand-out in completing this project - on a scale of 0 to 4 (4 being most useful).
3. What was the most unexpected source of information you found for this project?
4. Please explain which part of the Elephant Ear project was most difficult to complete and how you overcame those difficulties.

Note: Use for instructional improvement does not need IRB approval. If there is potential use for research and publication, IRB approval is required.